

green
hospitality
award



Green Hospitality Eco Label
Green Hospitality Award

**Environmental Management
for the Hospitality Industry**

“Greening Irish Hospitality”

www.ghaward.ie





What is the Green Hospitality Eco Label & Award Programme?

The Green Hospitality Eco Label & Award programme offers two types of Eco Labels (Type 1 Eco-Labels as defined by the ISO - International Organisation for Standardisation.) *It is the only Irish hospitality environmental certification programme that is recognised internationally.*

“Greening Irish Hospitality” is our focus and aim and the Green Hospitality Programme is now recognised as one of the most successful programmes in Europe. This is a voluntary programme that demonstrates leadership in environmental management within the hospitality sector. Each successful member receives either an Eco Label or an Award based on a set of strict criteria and is then allowed to use and display the Logo.

Our members and label and award winners have committed themselves to actively managing their environmental footprint and are taking specific actions to minimise carbon emissions and reduce waste sent to landfill. Energy and water are managed throughout the properties, with many innovative and many simple actions being taken – many of which are applicable at home as well.

Who is the Programme for? :

All Hospitality Businesses can receive either the Eco Label or Award. The general principles for all members is to implement an Environmental Management System and this requires you to identify the environmental issues within your own business.

GHI will work with each sector to tailor sectoral awards to suit each type of business, without losing the challenge and EMS criteria required to demonstrate compliance with Good Practice.

We invite members from the following sub-sectors

Hotels and Guesthouses

Restaurants and Pubs

Bed & Breakfasts

Contract & Institutional Caterers

Leisure Centres and facilities

Clubs and Golf Clubs

Activity providers and Tourism Attractions



How the Programme works?

For 2010 there are two labels available – Eco Label and the Award.

Green Hospitality Eco Label

The Eco Label is seen as the first step on the road to Best Practice environmental management and is designed to start a business off on the process.

The Eco Label consists of a set of mandatory requirements which all businesses are required to implement. These criteria are focused mainly on the business implementing an Environmental Management System (EMS) and then generally measuring and assessing where the hotel stands in relation to Waste, Water, Energy, Biodiversity, Social Responsibility and Green Purchasing..

A number of other actions are required based from a set of Optional Criteria – for the business to choose from.

This is a voluntary programme and the business is required to send in a completed form, consumption data, and following a Desk Audit, if the criteria have been met, the Eco Label will be awarded. Within a 3 month period a short verification visit will be made to the business to check the implementation and to verify the criteria are being implemented.

The Eco Label is then valid for a three year period after which another verification visit will be made.

An annual membership fee must be paid and each year the hotel must complete a self-audit form and provide consumption data.

By implementing an EMS the business is developing the platform to allow it to go for the Award.

Green Hospitality Award

The Award offers three levels - Award, Gold and Platinum.

Award– a good standard

Gold – Best Practice

Platinum – World Class Best Practice – this property represents excellence across all aspects of environmental management – ***This is available for the Hotel Sector only***

All of these categories are judged with a series of Mandatory Requirements coupled with a scoring system based on a variety of Optional Requirements.

All businesses also receive an on-site audit of their operation to ensure that the criteria are being achieved before the Award is issued.

Award winners can stay at each level for an indefinite period – an audit will be carried out every 3 years to ensure that the standards are being maintained. If a business wishes to move from one standard to the next an audit must be passed.

An annual membership fee must be paid and each year the business must complete a self-audit form and provide consumption data.

The on-site audit carried out to achieve the award initially, maintain the award every 3rd year, or move to a higher award level, will be charged separately to the annual membership fee.



How the Programme works?

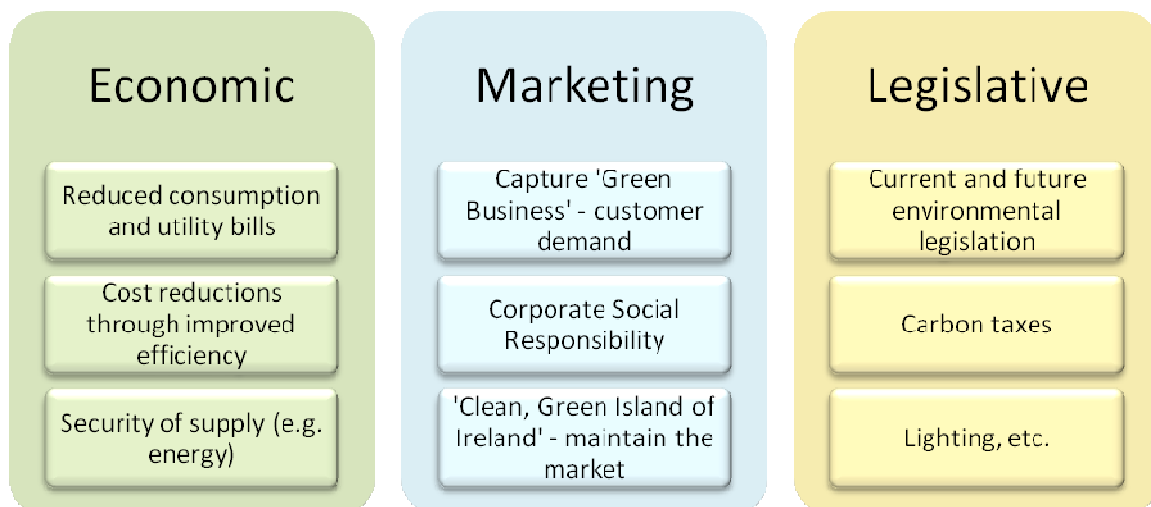


*Internal or External – funding may be available to subsidise the external review

Why join the Green Hospitality Programme?

The Green Hospitality Programme is designed by Hospitality Managers and Environmental Experts to provide a methodology for hospitality businesses to implement best practice environmental management.

Why join the Green Hospitality Award?





Benefits to members include:

- Ability to identify opportunities to reduce consumption/cost of Waste, Water and Energy – up to 40% +
- Training in Best Practice in Hospitality Environmental Management – 3 training sessions annually with networking opportunities
- On Site visit and Environmental Review and Report identifying immediate actions business can take to manage costs and consumption available at an extra charge
- Benchmarking of Waste, Water & energy against National & International Standards
- Best Practice Guide, tools and templates designed to assist the business in achieving targets set and understanding the issues involved
- Updates and advice on Legislative changes
- On site Audit/Verification and receipt of Certificate when award standards are achieved
- Ability to promote your business as a “Greener” operation to customers
- Supports your businesses in-house Corporate Social Responsibility requirements
- Improves staff morale through engagement and demonstration of a businesses CSR actions
- Included as a member within the GHA website

Cost Savings

The reduction in costs experienced by some of our members has been between €5,000 and €100,000 in the first year, after implementation of the programme.

Cost savings achieved

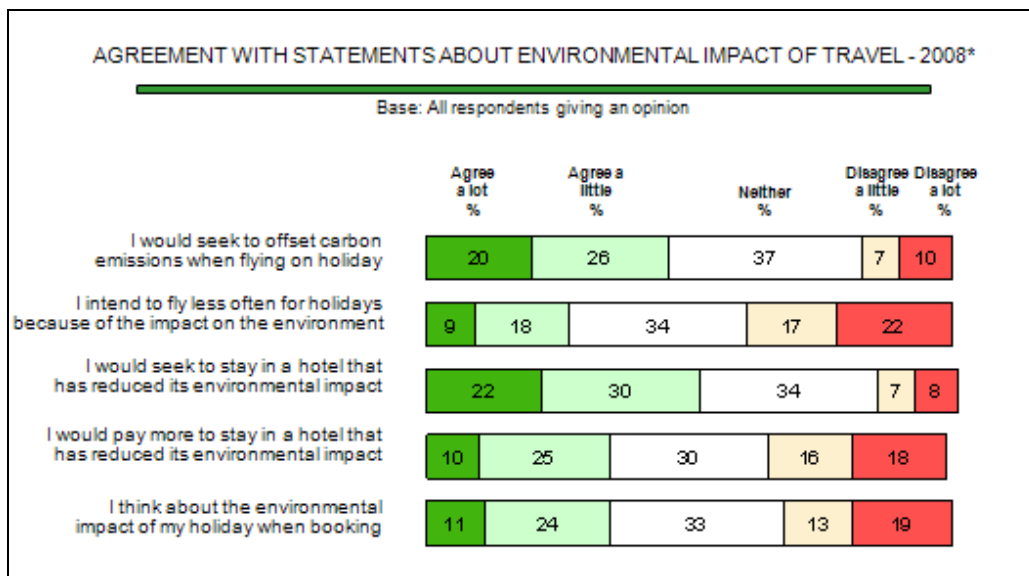
Reduced Water Consumption	€ 2,000 to €50,000	Reducing water consumption in showers, taps, toilets and urinals. Large number of GHA hotels identified leaks following benchmarking exercise and repaired same reducing water consumption by up to 75%. Other reductions achieved by installation of water efficient taps and showers and increased water awareness by staff.
Reduced Landfill Waste	€ 5,000 to €45,000	All GHA hotels are required to prevent waste through changes to operations and services; e.g. reduction of packaging from suppliers. Hotels have increased waste separation and implemented proper recycling process - thereby reducing waste going to landfill
Reduced Energy consumption	€ 10,000 to €100,000	Activities included energy management awareness programmes, monitoring & targeting, rebulbing, better management of equipment, installation of CHP and Renewable Energies



Marketing Opportunities for ‘Green Businesses’

Fáilte Ireland has published the findings of its 2008 Visitor Attitudes Survey, which revealed 52% of the visitors agreed that they would seek a hotel that has reduced its environmental impact. Even more, one third of respondents agreed that they would pay premium for staying in such hotel.

Fáilte Ireland Visitor Survey 2008



(*New in 2008)

*****Expedia.com announced a major development in its website to identify “Green” hotels – to be launched Spring 2010**



Comments and Observations

“We started working with the Award programme last year and the framework and guidance we have received has been invaluable. We have reduced electricity consumption by over 30%, saved €6.500 on waste and have developed a real culture of environmental management at the hotel.”

*Simon Tiptaft
General Manager, The Maritime Hotel*

“Since joining the Green Hospitality Awards we have reduced our waste going to landfill by 75%, installed a woodchip Boiler which has reduced our Carbon Emissions as well as reducing our heating & hot water costs by 50% and have changed over 60% of our bulbs to Low Energy Bulbs, fitted dispensers in all of our bathrooms for Soap, Shampoo and Shower Gel and changed all of our shower heads to low flow to reduce our water flow.”

*Chris Culleton
Purchasing Manager, Ferrycarrig Hotel, Co Wexford*

“Sustainability has become a business issue”

*David Jerome
Senior Vice President, Corporate Responsibility
InterContinental Hotels Group*

“The tourism sector should develop and implement a strategy to position Ireland as an eco-friendly destination”

*National Competitive Council
Driving Export Growth
Statement on sectoral Competitiveness December 2009*

The Greening Irish Hotels programme identified savings of more than € 80 million that could be achieved by the sector (at 2005 prices) – 50% of these were of the No or Low Cost type.

*Environmental Research Technological Development & Innovation (ERTDI) Programme
2000-2006. Cleaner Greener production Programme (CGPP) 2006 – Irish Hospitality
Institute Greening Irish Hotels Final Report. EPA 2006*

There’s a lot of movement in green hotels at the moment, the environmentally conscious Scandinavian model is becoming more common here and I think will grow over time ...On an individual level, there’s evidence that consumers are becoming more selective in their choice of hotel, demanding greenness as well as luxury

*Dr John Sweeney
Professor of Geography, NUI Maynooth – H&RT February 2008*